PayPal™

Corporate master brand guidelines

August 2013

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Welcome to the PayPal Brand

At PayPal our goal is to be an everyday essential brand for our customers, our employees and shareholders. In order to achieve this and continue to build a successful and enduring company we must have the right tools and resources at our fingertips and the ability to present ourselves in a unified way that will resonate with our customers across our regions and their many different cultures. These guidelines have been developed so that you can become familiar with and use our identity with consistency, accuracy, confidence and purpose – one brand, one voice.

The following pages clearly outline the core elements of the identity so that we can deliver at every opportunity on our brand promise: to make it simpler to get more of what you want from your money.

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PayPal guidelines library

Type	Description
Corporate master brand guidelines	This is your definitive guide to the core assets that make up our brand, including our brand promise, visual and verbal identity.
Cobranding guidelines	These guidelines will help inform how the PayPal brand is leveraged and used properly when partnering with another brand.
Naming and brand architecture guidelines	These guidelines explain how we name, trademark, organize, and communicate our offerings to ensure simple customer comprehension.
Merchant guidelines	These guidelines are designed to help merchants implement PayPal assets.
Workplace guidelines	These guidelines focus on the application of the PayPal brand identity to buildings and work environments.

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Brand promise and pillars

Our promise is to make it simpler for you to get more of what you want from your money.

OUR PROMISE IS FOUNDED ON THESE BRAND PILLARS:

1. Secure. Always: We keep your money and personal information safe and secure at all times, no matter where, how or when you use it.
2. Simple: We create intuitive, fast, and easy experiences that we, ourselves, would find delightful.
3. Fierce advocate for you: We do business honestly and transparently, and we're always innovating to give you more control and greater value.

To capitalize on our opportunity, and to deliver our corporate vision of "The future of money anytime, anywhere, any way," we need to occupy a new role in our customers' lives, hearts and minds.

PAYPAL NEEDS TO BECOME AN ESSENTIAL PART OF OUR CUSTOMERS' LIVES.

We must listen to our customers, understand their needs and wants, and, above all, deliver the simplest, safest and most rewarding customer experience of PayPal, every time.

PayPal™

Company Vision:

Delivering the future of money today:
Anytime, anywhere, any way.

Brand Promise:

Making it simpler to get more of what you want from your money

Secure	Simple	Advocate

Human · Innovative · Helpful · Courageous · Vigilant

paypal.com/brandcentral

PayPal™

Secure. Always.
We keep your money and personal information safe and secure at all times, no matter where, how, or when you use it.

Simple.
We create intuitive, fast, and easy experiences.

Fierce Advocate.
We innovate tools that put you in the driver's seat: giving you more control and greater value.

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Brand personality

Our brand personality defines who we are, how we do things, how we treat each other and our customers.

TO CAPITALIZE ON THE FUTURE, WE MUST STAY TRUE TO WHO WE ARE:

HELPFUL

Never step out of the customer's shoes. Generously share your talent, time, and knowledge with customers, coworkers, and partners.

HUMAN

Create the experiences we ourselves would want to use. Work from a place of understanding that there's a real person with real needs and wants at both ends of any transaction.

INNOVATIVE

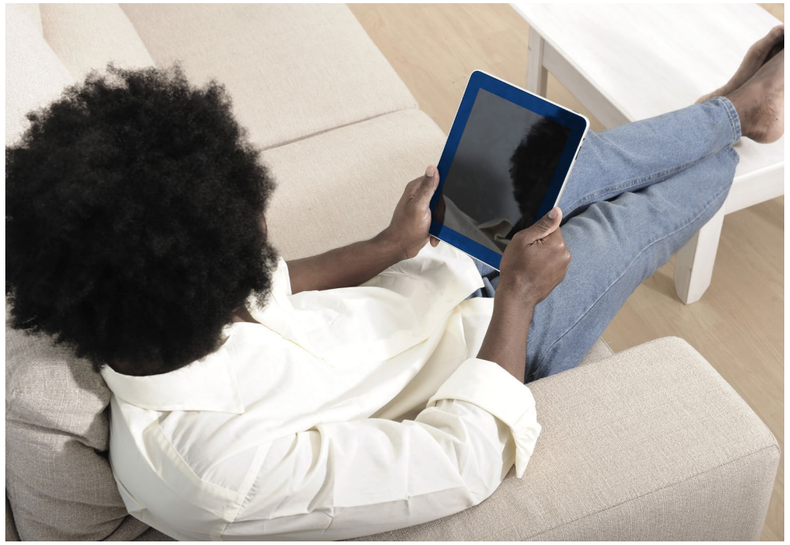
Find new ways of doing things, shape change, leverage technology to simplify everything we do.

VIGILANT

Shoulder the responsibility of trust, protect what matters most to our customers.

COURAGEOUS

Be brave, remove barriers, acknowledge and correct mistakes, have a point of view, and do what's right.



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Brand voice

Our tone and manner comes from a customer-first perspective, making sure it's simple, clear, helpful and easy to understand.

THE PAYPAL VOICE:

- Sounds like a human being, not a robotic script.
- Is clever, but not snobby or cynical.
- Uses humor to create engagement, to share a knowing smile.
- When we have to deliver a tough message, a respectful tone can make all the difference.
- Avoids jargon and overly technical language.
- Avoids acronyms that mean nothing to people outside of PayPal.
- Gets to the point quickly.

PayPal is the one way to pay that's any way you want to pay.

Paper or plastic. Now you can accept cards, checks, and keep track of cash Payments through PayPal Here[tm].

Buy into being safer: No matter where you shop, we'll keep your financial information private and protected.

Get paid faster with PayPal's free and easy invoicing.

When this is how you work, here is how you get paid.

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Core brand elements cheat sheet

The PayPal logo is rounded to show PayPal's approachability.

The twin bands are derived from the PayPal logo and can be used to help emphasize different elements.

The Double P is a short-hand mark to be used under spacial restrictions.

PAY BLUE

PAL BLUE

WHITE

SAND

PALE SAND

SLATE

PALE SLATE

LEAF

LIME

SEA

AQUA

TOMATO

TANGERINE

PLUM

BERRY

The choice is yours.

Pay and Pal blue should be leveraged as much as possible to help ensure brand consistency.

White space should be utilized to keep the tone open and inviting.

Neutral colors are to be used to add warmth.

Accent colors can be used sparingly to help add visual interest.

Photography the slight touch of blue adds a branded sense to all photography.

Typography all communications are done through Helvetica Neue Light to maintain a constant voice.

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Logo assets

Logo
Logo guidelines and clear space
Logo don’ts
Twin bands
Twin bands in use
Pipeline lockups (PayPal entities)
PayPal product lockups
PayPal stacked lockups
Shortcut graphic (Double P)

Logo

The PayPal logo is in Pay and Pal blues on a white background. Only use solid black or white versions when color is not an option. The blue logo is our most universally recognized asset, and to aid comprehension, we use that version wherever possible. The correct logo has a lowercase “tm”.

PAY BLUE
PMS: 295 PC
CMYK: 100 57 0 40
RGB: 0 69 124
HEX: 00457C

PAL BLUE
PMS: 300 PC
CMYK: 100 44 0 0
RGB: 0 121 193
HEX: 0079C1

The black and white versions are only to be used if necessary due to color restriction or background color.

DO NOT USE THESE OUTDATED VERSIONS:

Color is incorrect.

Wrong trademark is included (needs to be lowercase tm)

Keyline treatment around the logo is not permitted.

Logo guidelines and clear space

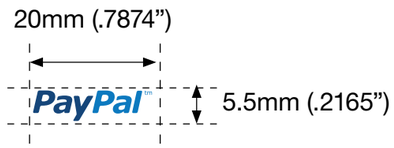
- The PayPal logo should be given a place of prominence on a page.
- The logo should not appear more than once on a single page or screen.
- Always maintain the required clear space around the logo.
- The solid white or black versions should be used only where the full color logo is not an option.

DO NOT use the logo as part of a sentence within a block of copy. You can, however, use the logo at the end of a short descriptor, such as “Secure payments by PayPal” or “Check out with PayPal.” Additionally, the PayPal logo can be used inline within endorsement marks.

Ensure color accuracy by downloading the most recent color-corrected logo files in CMYK and RGB from PayPal Brand Central.

CLEAR SPACE — PRINT

In print materials, the preferred amount of clear space around the logo is equal to the height of the initial “P.”

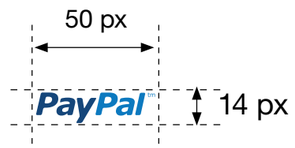


MINIMUM LOGO SIZE — PRINT

For print use, the logo should never be reduced below the minimum size of 20 mm x 5.5 mm.

MINIMUM CLEAR SPACE — DIGITAL

Maintaining a 10 pixel clear space is always preferable.



MINIMUM LOGO SIZE — DIGITAL

Don’t make the logo smaller than 50 px wide in digital executions.

Logo don’ts

The PayPal logo should not be altered. These logo standards apply for all content that is owned and controlled by PayPal, including cobranding and partnerships.

Don’t place the logo over a pattern of any kind.

Don’t place the logo over the “Double-P” mark.

Don’t distort the logo.

Don’t skew the logo.

Don’t change the proportions of the Pay to the Pal or vice versa.

Don’t reverse the order of blues.

Don’t place the logo over a photo.

Don’t place the logo over a textured background.

Don’t put a glow behind the logo.

Don’t add a mirror effect.

Don’t alter the colors.

Only use perspective effects within animations.

Don’t place the logo on a colored background - even our brand colors.

Don’t use a keyline or stroke around the logo.

Don’t use a white logo on any other color other than black, Pay blue or Pal blue.

Don’t tilt the logo.

Don’t place the logo on top of an object.

Don’t use the logo within a sentence.

Twin bands

The twin bands are a graphic element based off of the proportions and colors of the PayPal logo.

You may ONLY use the twin bands externally in signage, in store, point of sale (POS), and acceptance marks. For internal communications the twin bands are used on letterhead, PowerPoint templates, and signage.

To ensure global consistency, foundational vector art files of the twin bands are available for download from PayPal Brand Central.

Twin bands shown at a height of 1 inch

Twin bands images in EPS format are available for download and may be scaled from 0.25 inches to 10 inches based on height.

The minimum size of the twin bands is determined by the height, which may not be less than 0.25 inches and the minimum size of the radii may not be less than 2pt.

The corner radii mirrors that of the corners of the “P” in our logo when the “P” and the band are both the same height. You may use this guideline if you have to create new twin bands. The standard corner radius is set at 4 points for a 1-inch band height.

The height and width of the bands is based on the “Pay” and “Pal” elements of our logo. The distance between them is set between the “Y” and the second “P” as shown.

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Twin bands in use

You are not required to have a twin bands in every PayPal execution. When used correctly, the twin bands can help tie together the overall PayPal signature feel. Here are some guidelines on how to use the twin bands:

- The twin bands must be in the primary colors (Pay and Pal blue).
- Always orient horizontally.
- Use only one twin bands graphic per execution.
- Short headlines or short blurbs of copy can be used in one of the bands, but not both.

ACCEPTANCE MARK

BADGE

SECURE
PAYMENTS BY PayPal

LETTERHEAD

PayPal
DEPARTMENT NAME
January 1, 2036
FNAME LNAME
TITLE HERE
123 First Street
San Jose, CA 95131
Hello [fname, lname],
This document is in Arial, PayPal's new websafe typeface. It should be used across the company. The body copy is 10pt Arial. The color is Slate (RGB values: 113, 112, 116). The paragraph spacing is single. The letterhead at the top is light in color because it is attached to this document's Master Page. It will print and pdf at full color.
To change the address /contact information at the top or bottom:
1) On the Insert tab, in the Header & Footer group, click Header or Footer.
2) Click Edit Header or Edit Footer.
3) Make your changes to the address line by selecting the text and revising to your needs
This document is in Arial, PayPal's new websafe typeface. It should be used across the company. The body copy is 10pt Arial. The color is Slate (RGB values: 113, 112, 116). The paragraph spacing is single. The letterhead at the top is light in color because it is attached to this document's Master Page. It will print and pdf at full color.
Sincerely,
[fname, lname]
Office 555 555 1234
Fax 555 555 5678
2211 N. First Street | San Jose, CA 95131 USA
www.paypal.com

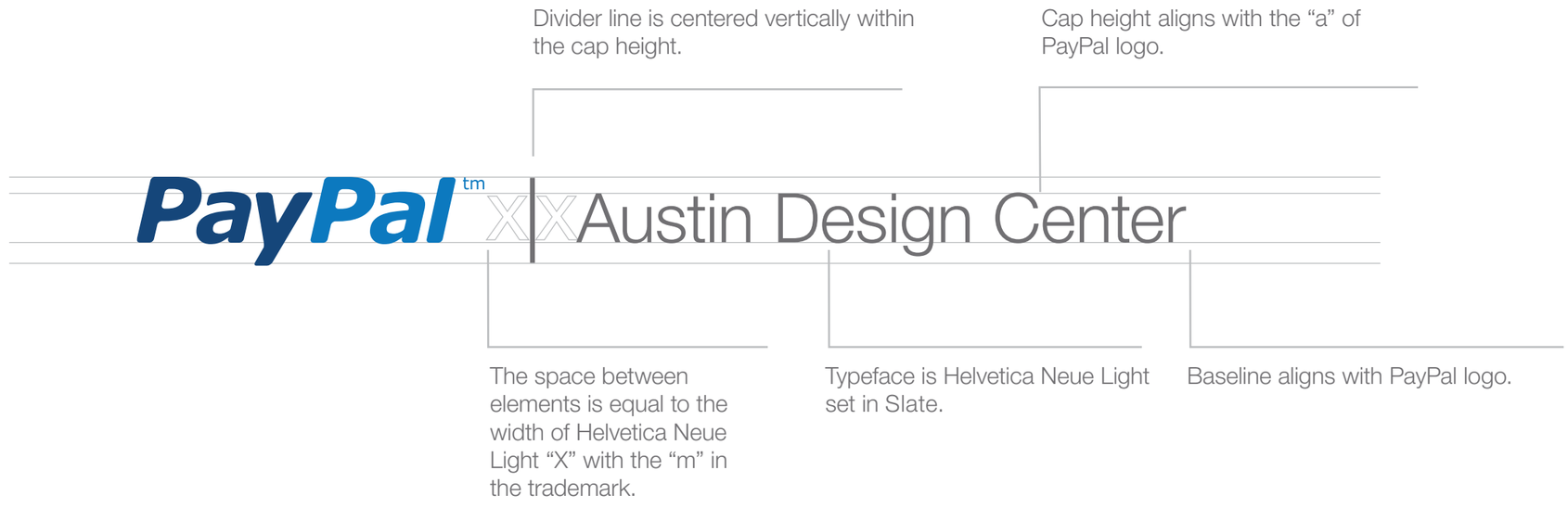
POS

GET MORE
TIME TO PAY
Get 6 months no interest, no payments on all purchases over $99 when you pay with PayPal and select Bill Me Later (Application required, terms apply).
BillMeLater
a PayPal service

POWERPOINT TEMPLATE

Pipeline lockups (PayPal entities)

The pipeline treatment is ONLY FOR NON-PRODUCT PayPal entities. Please have your pipeline treatment reviewed by the Global Brand Team before releasing. Following this convention creates global consistency and eliminates one-offs that don't look like they're part of PayPal.


Divider line is centered vertically within the cap height.
Cap height aligns with the "a" of PayPal logo.
PayPal tm XX Austin Design Center
The space between elements is equal to the width of Helvetica Neue Light "X" with the "m" in the trademark.
Typeface is Helvetica Neue Light set in Slate.
Baseline aligns with PayPal logo.

EXAMPLES

PayPal | Internet Retailer Conference

PayPal | Top Customer

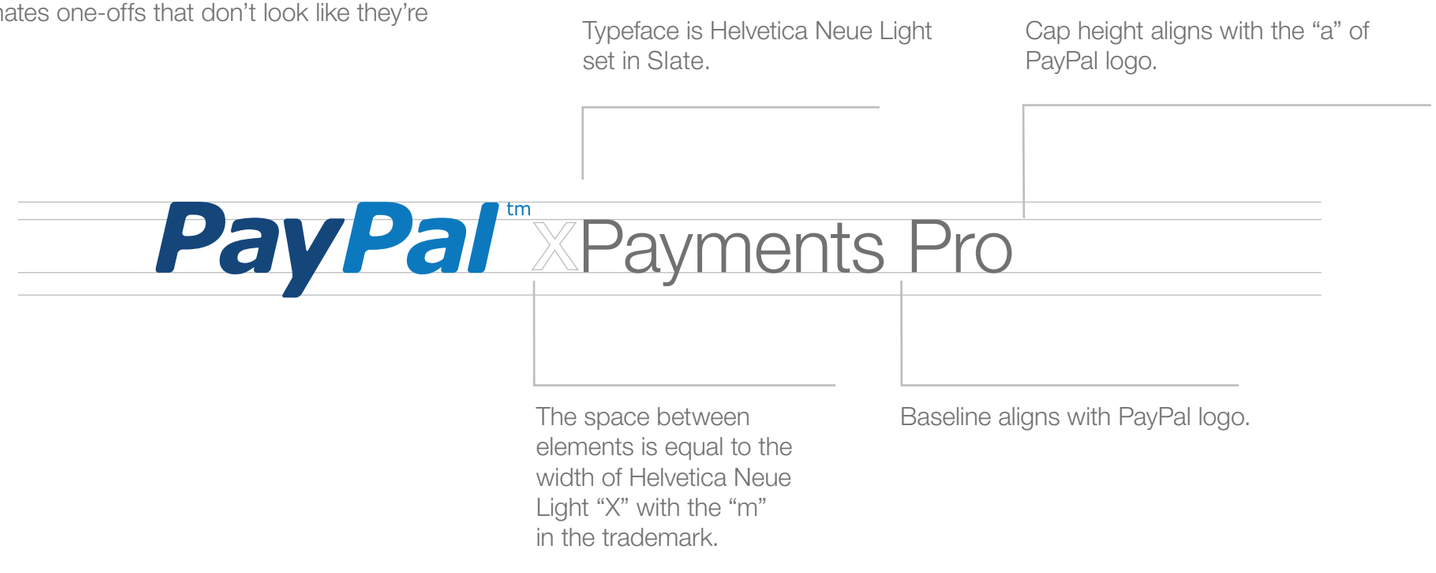
PayPal | Merchant Services

PayPal | Platform Team

PayPal | Shopping Showcase

PayPal product lockups

This treatment is ONLY USED FOR PRODUCT NAMES, not for any other instances. Notice the difference between this lockup and the pipeline, this version has no dividing line between the PayPal logo and the product name. Please have your treatment reviewed by the Global Brand Team before releasing. Following this convention creates global consistency and eliminates one-offs that don't look like they're part of PayPal.


Typeface is Helvetica Neue Light set in Slate.
Cap height aligns with the "a" of PayPal logo.
PayPal tm XPayments Pro
The space between elements is equal to the width of Helvetica Neue Light "X" with the "m" in the trademark.
Baseline aligns with PayPal logo.

EXAMPLES

PayPal Express Checkout

PayPal Online Invoicing

PayPal Payflow Payment Gateway

PayPal Virtual Terminal

PayPal Pay Later

PayPal stacked lockups

Here's another option to create a lockup when you need to communicate a product, PayPal entity, or service etc. This option comes in handy when dealing with small screen sizes or long names. Following this convention creates global consistency and eliminates one-offs that don't look like they're part of PayPal.

The preferred lockup is the horizontal lockup. The stacked lockup is only to be used where the Global Brand Team has approved use. Please send all materials to the Global Brand Team for review.

The height of the PayPal "a" is the space between the baseline of the PayPal logo and the lowercase height of the entity
PayPal tm
Austin Design Center
Aligns with PayPal Logo
Typeface is Helvetica Neue Light set in Slate
Entity cap height equals the height of the PayPal logo "a"

EXAMPLES

PayPal tm
Online Invoicing

PayPal tm
Payments Pro

PayPal tm
Merchant Services

PayPal tm
Platform Team

PayPal tm
Shopping Showcase

Shortcut graphic (Double P)

The “PayPal” wordmark is our logo. The double “P” mark is meant to be used where size limitations don’t allow for the PayPal logo, and/or where we need a shortcut graphic, such as on an iPhone app tile, favicon, or social media icon.

The double P should only be used in executions:

1. To represent PayPal when the full logo is already present in the experience.
2. In environments clearly controlled by PayPal (e.g. PayPal’s Facebook page etc.).
3. When spacial restrictions make the full logo impossible (e.g. favicon)
4. Within the PayPal mobile experience.
5. Use the standard Pay and Pal blue version in all possible circumstances and only use the reversed white version when needed.

Please don’t use it as a repeating background pattern. The maximum height of the double “P” mark should never be greater than the minimum size of the PayPal logo. If you have questions, contact the Global Brand Team.

The approved file is available on PayPal Brand Central.

PAY BLUE
PMS: 295 PC
CMYK: 100 57 0 40
RGB: 0 69 124
HEX: 00457C

PAL BLUE
PMS: 300 PC
CMYK: 100 44 0 0
RGB: 0 121 193
HEX: 0079C1

STANDARD PAY AND PAL BLUE VERSION

This is the preferred version of the double P and should only be used on a white background, in design instances where space is limited and the full logo is not feasible.

MINIMUM SIZE

5.5 mm (.2165”)
or 14 px

REVERSED WHITE VERSION

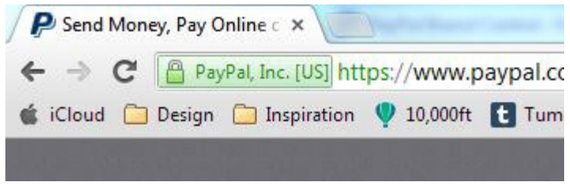
The reversed white version was originally created for PayPal mobile apps, as shown above.

You may use the reversed out double P when you are placing it on a Pay or Pal blue background, but the standard version is always preferred against a white background.

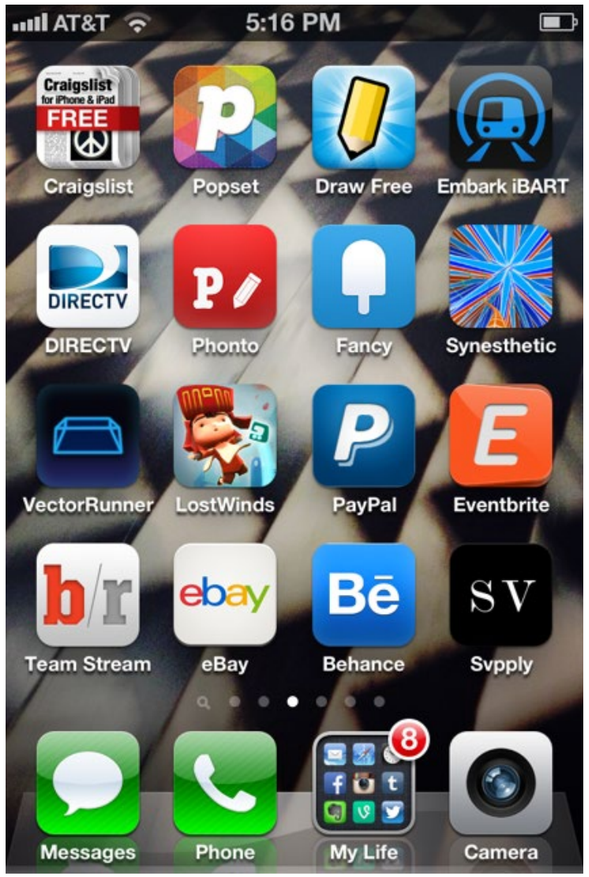
Shortcut graphic (Double P) in use

Please note how the double P is being used. If you have questions, contact the Global Brand Team.

FAVICON



APP ICON



SOCIAL MEDIA POST

Visual assets

Photography

Color palette

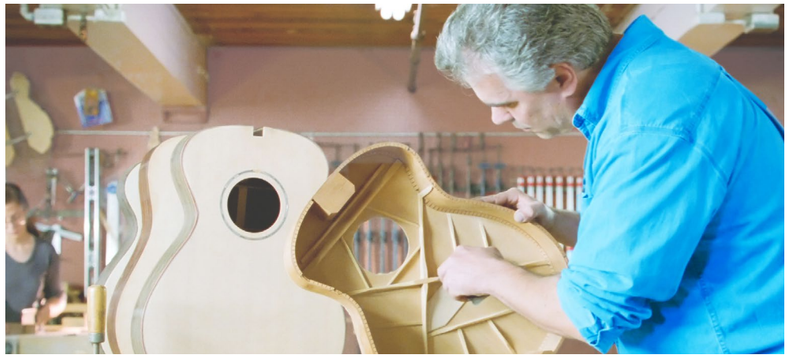
Typeface

Typeface in use

Mnemonic animation

Additional visual assets

Photography



A TOUCH OF BLUE

An accent of blue against a desaturated background adds a unique quality to our photography, and communicates that PayPal is part of everyday life. When deciding what to “turn blue” in your images, the blue sky and blue water don’t count as your “touch of blue.” You can choose something small, like an earring or shoe, or something large, like a hat or bicycle. It’s up to you.

DOs

- Choose photos that reflect the brand personality of helpful, human, innovative, vigilent, and couragous.
- Always strive for diversity in ethnicity, age, locale and the situation.
- Please contact Worldwide Creative Services for photo selection help for external-facing executions.

DON’Ts

- Don’t use photos that were obviously posed or shot in a studio with models.
- Don’t use multiple bright colors/saturated colors in the photo, cluttered backgrounds, or busy compositions.

IMPORTANT NOTE: The images found on Brand Central are for internal materials only (i.e. PowerPoint presentations, employee events).

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Color palette

PRIMARY PALETTE

PayPal signature colors are “Pay” blue and “Pal” blue on a white background. These should always be considered as the primary colors. Black is to be used very sparingly.

PAY BLUE
PMS: 295 PC / RGB: 0 69 124
CMYK: 100 57 0 40 / HEX: 00457C

PAL BLUE
PMS: 300 PC / CMYK: 100 44 0 0
RGB: 0 121 193 / HEX: 0079C1

WHITE
CMYK: 0 0 0 0 / RGB: 255 255 255
HEX: FFFFFF

BLACK
CMYK: 0 0 0 100 / RGB: 0 0 0
HEX: 000000

NEUTRAL PALETTE

The neutral palette is intended to be used sparingly to organize information and create functional environments.

SAND
PMS: 416 PC / CMYK: 0 0 16 50
RGB: 149 148 132 / HEX: 959484

PALE SAND
PMS: 454 PC / CMYK: 9 6 17 0
RGB: 231 229 211 / HEX: E7E5D3

SLATE
PMS: COOL GRAY 11 PC /
CMYK: 0 2 0 68 / RGB: 113 112 116
HEX: 717074

PALE SLATE
PMS: COOL GRAY 2 PC
CMYK: 0 0 0 10 / RGB: 230 231 232
HEX: E6E7E8

ACCENT PALETTE

Use the accent palette to create visual interest and engagement. Please note the color pairings, the colors that appear next to one another are intended to be used together, DO NOT mix.

LEAF
PMS: 396 PC / CMYK: 59 0 100 7
RGB: 109 179 63 / HEX: 6DB33F

LIME
PMS: 390 PC / CMYK: 22 0 100 8
RGB: 194 205 35 / HEX: C2CD23

SEA
PMS: 322 PC / CMYK: 100 0 33 35
RGB: 0 124 133 / HEX: 007C85

AQUA
PMS: 631 PC / CMYK: 67 0 12 2
RGB: 38 188 215 / HEX: 26BCD7

TOMATO
PMS: 484 PC / CMYK: 0 95 100 29
RGB: 179 35 23 / HEX: B32317

TANGERINE
PMS: 144 PC / CMYK: 0 48 100 0
RGB: 248 152 29 / HEX: F8981D

PLUM
PMS: 229 PC / CMYK: 0 100 15 60
RGB: 122 0 60 / HEX: 7A003C

BERRY
PMS: 198 PC / CMYK: 0 78 33 0
RGB: 241 95 124 / HEX: F15F7C

IMPORTANT

- DO NOT use tints or gradients.
- Black is for use ONLY in copy text, DO NOT use black as a background.
- The neutral palette is best used as a container for text or infographics, or to create separation against a white UI (user interface). It’s not recommended for primary retail signage.
- All colors have been assigned CMYK, RGB and HEX values based on the Pantone Solid to Process system.

Typeface

Helvetica Neue Light is the preferred PayPal brand typeface. Its clean, contemporary style accentuates the streamlined experience we deliver to our customers. To reinforce clarity and consistency in our design, please follow these general guidelines:

ALIGNMENT: Left align is preferred. Right align is okay when required by the design, but center align should be avoided.

HEADLINES AND SUBHEADS: You can use sentence case (Lorem ipsum) or all-caps (LOREM IPSUM).

INTRO COPY, BODY TEXT, AND LEGAL DISCLAIMERS: Should always be in sentence case (Lorem ipsum).

INITIAL CAPS (Lorem Ipsum): Only use on buttons, marks, labels, and PayPal entities.

ITALICS: Can only be used where required by style conventions, such as names, titles or quotes.

TRADEMARKS: The “tm” must be included with “PayPal” the first time it appears in plain text. The preferred case for trademarks is lower case. The traditional all-caps “TM” can be used when lower case is not an option.

KERNING AND TRACKING: In Adobe applications, kerning should always be set to optical and tracking should never set it to less than -10 or greater than 10.

ALTERNATE TYPEFACES: Helvetica Neue Roman/Regular is the primary alternate typeface. Arial is used as a secondary (digital) alternate typeface. Please read detailed usage instructions on the next page.

PREFERRED

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

ALTERNATE

Helvetica Neue Roman/Regular

ALTERNATE (WEB)

Arial

EXAMPLES OF HEADLINES AND SUBHEADS

The choice is yours. THE CHOICE IS YOURS

The choice is yours. THE CHOICE IS YOURS

When using Pay and Pal blue, always lead with Pay blue, just like the PayPal logo.

SIGNAGE BODY TEXT IN

Black
Slate

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Typeface in use

DIGITAL

Helvetica Neue Light is always the preferred typeface, but in digital applications, the use of Helvetica Neue Roman/Regular and Arial is also acceptable.

Mac: Helvetica Neue is installed as a default font on your machine. However, people viewing your work on a PC will see Arial. Use Virtual PC to test how the final will render. When creating presentations, use Arial.

PC: To obtain the Helvetica Neue font package, designers may contact the Global Brand Team. There is a limited number of licenses available. Until an enterprise solution is in place, you can use the Arial equivalents.

All live text: Use Helvetica Neue Light Sharp. When the typeface is below 8pt, use Helvetica Neue Roman/Regular Sharp. Use Arial Regular Crisp as the backup font.

Buttons, Badges, and Acceptance Marks: Use Helvetica Neue Roman/Regular Sharp for all non-logo text. Use Arial Regular Sharp when text is smaller than 8pt.

PRINT

DO NOT use Arial for any print materials.

Preferred: Use Helvetica Neue Light for all printed materials.

Alternate: Use Helvetica Neue Roman/Regular when the type size is smaller than 5pt to ensure legibility.

IMPORTANT NOTE:

The type settings “crisp,” “strong,” and “sharp” are Photoshop-specific options.

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Mnemonic animation

The mnemonic animation is to be used for animations and commercials. In the case that your needs require such a treatment, please follow these guidelines:

- The right band in the mnemonic animation spins on a horizontal axis.
- The message within the twin bands should ladder up to the PayPal value prop: It's the one way to pay, any way I want to pay and everywhere I want to pay.
- When showcasing social media icons in situations outside of the web, we strongly encourage, where permissible, the use of PayPal brand colors (shown to the right) when portraying these icons. In select cases, such as TV advertising, use the original colors of each social media brand icon.

This unique example of the use of twin bands provided here gives an example of Mnemonic Animation. However, please note it is an exception to the rule and should not be taken as an accurate interpretation of the guidelines.

Please don't create your own mnemonic animation. If your execution calls for one, or if you have any questions regarding social media icons please contact the Global Brand Team.

MNEMONIC ANIMATION

SOCIAL MEDIA ICONS

Additional visual assets

ILLUSTRATIONS & INFOGRAPHICS

The illustrations were developed for web-use only; PayPal is a photo-driven brand.

There are a number of infographics used in the PayPal universe. They are used for instructing users on pages like How To's and are typically 3-step, guided process demonstrations.

If you should have requests for further usage of the illustrations and/or infographics please contact the Worldwide Creative Services Team.

ICONS / GLYPHS

These should be used as wayfinding graphics consistently across desktop and mobile experiences. They are not for use in tactical marketing executions such as banners, emails, or print ads.

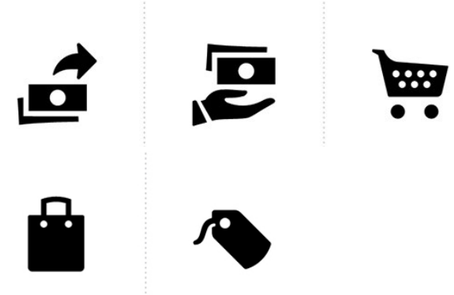
If you should have requests for further usage of the icons / glyphs please contact the Worldwide Creative Services Team.

ILLUSTRATIONS

INFOGRAPHICS

1 If you owe a friend money, you can pay them back in a few clicks even if they don't have a PayPal account.
2 We'll send the money with just their email address or mobile number, and ensure your financial info is kept secure and private.
PAYMENT SENT
$15
3 Once you're finished sending money, we'll let them know so they can get the money quickly.
PayPal

ICONS / GLYPHS



Branded assets

Checkout buttons
Log In with PayPal button
Acceptance mark
Acceptance mark modules
Badges

Acceptance marks and badges in use
Point-of-sale collateral
Point-of-sale examples
Endorsed brand marks
Business cards

Letterhead
Email signatures
Branded give-aways

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Checkout buttons

Checkout buttons live in a digital merchant experience and trigger a checkout flow.

- Sunrise is the preferred button color for buttons that lead to a payment flow. Silver buttons are only an option if the sunrise color doesn't pop on a merchant's page or for more high-end merchants (e.g. Neiman Marcus or Burberry).
- The checkout button comes in three formats:
  - Branded: This option features the PayPal logo on the right and the call-to-action on the left.
  - Unbranded: This option is just the call-to-action copy.
  - Unbranded with acceptance marks: Similar to the Unbranded version, this has the appropriate acceptance marks centered below the button.
- All non-logo, call-to-action text should be in the alternate typeface, Helvetica Neue Roman/Regular. The alternate typeface is used in this exceptional case to maximize legibility for on-screen experience. Use Arial Regular when text size is smaller than 8pt.
- When CTA text does not fit on one line, text should appear on a second line below the first text line, and aligned-right with first text line.

DO NOT create your own buttons. Please contact the Global Brand Team when a specific button is needed.

VISUAL EXAMPLES COMING SOON

Log In with PayPal button

The Log In with PayPal button is the first introduction to the PayPal brand. It is important that we unify this experience to remain true to our one brand, one voice ethos.

- Silver is the primary button color because it utilizes the full color PayPal logo.
- Blue is the alternate color and should only be used if the silver button will not pop or if requested.
- All non-logo, call-to-action text should be in the alternate typeface, Helvetica Neue Roman/Regular. The alternate typeface is used in this exceptional case to maximize legibility for on-screen experience. Use Arial Regular when text size is smaller than 8pt.

DO NOT create your own buttons. Please contact the Global Brand Team when a specific button is needed.

VISUAL EXAMPLES COMING SOON

Acceptance mark

Please only use the brand-approved acceptance mark when showing PayPal as a payment option. These files will work for online as well as offline, such as a window sticker.

- Only use the PayPal acceptance mark artwork provided by PayPal.
- DO NOT manipulate the acceptance mark in any way or any individual elements inside of the mark which include the PayPal logo and the twin bands.

PAY BLUE
PMS: 295 PC
CMYK: 100 57 0 40
RGB: 0 69 124
HEX: 00457C

PAL BLUE
PMS: 300 PC
CMYK: 100 44 0 0
RGB: 0 121 193
HEX: 0079C1

MINIMUM ACCEPTANCE MARK SIZE — DIGITAL

Don't make the logo smaller than 50 px wide and 23 px tall in online executions.

50 px

23 px

DO NOT USE THIS OUTDATED VERSION:

This old PayPal acceptance mark uses the wrong twin bands proportions.

Acceptance mark modules

PAYPAL AS AN ALL-IN-ONE PAYMENT METHOD

To indicate that customers can pay with their credit card or bank account when using PayPal, use one of the PayPal modules shown on the right.

PAYPAL AS A PAYMENT METHOD

To indicate that PayPal is an accepted payment method in addition to, but separate from other payment methods, it is preferred that the PayPal acceptance mark always be placed as the first option. An exception exists for Discover-produced multi-branded signage, where Discover is featured in the first position, followed by PayPal. Orient the payment marks in either landscape or stacked formats as shown on the far right.

All non-logo text for Module Templates is in Helvetica Neue Roman/Regular. Use Arial Regular when text size is smaller than 8pt.

MODULE TEMPLATES

PREFERRED LANDSCAPE PLACEMENT

PREFERRED SINGLE-STACKED PLACEMENT

PREFERRED DOUBLE-STACKED PLACEMENT

Badges

A badge is a supplementary element to be used with an acceptance mark to signal a relationship that a third party has with PayPal. All badges must include the twin band graphic.

Offline: All non-logo text for offline badges are in Helvetica Neue Light. Use Helvetica Neue Roman/Regular when text size is smaller than 5pt.

Online: All non-logo text for online badges are in Helvetica Neue Roman/Regular. Use Arial Regular when text size is smaller than 8pt.

DO NOT create your own badge.

BADGE EXAMPLES (ONLINE)

DOOR BADGES (OFFLINE)

Acceptance mark and badges in use

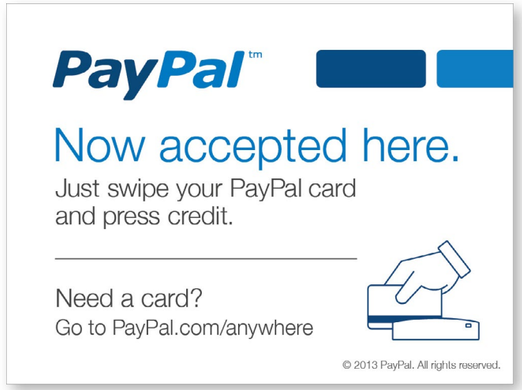
The PayPal acceptance mark and badges must be used in accordance to the terms of your license or sublicense usage of the PayPal brand. You may not use the PayPal acceptance marks in anyway that may directly or indirectly impair or discourage acceptance or use of the PayPal name, products or services.

When multiple acceptance marks are present, it is preferred that the PayPal acceptance mark be placed first and sized at the same proportion/dimension.

DISPLAYED IN A STORE'S WINDOW

DISPLAYED IN A STORE'S WINDOW

REGISTER STICKER



Point-of-sale collateral

It is important to remind our customers about the services of PayPal at the point-of-sale (POS). POS collateral is a great way to utilize the twin bands — the prominent use of Pay and Pal blue helps drive brand recognition. Here are some examples of point-of-sale collateral.

Please contact the Global Brand Team when a specific point-of-sale collateral piece is needed.

Point-of-sale examples

The PayPal name, acceptance mark, and PayPal logo must be used in accordance to the terms of your license or sublicense usage of the PayPal brand. You may not use the PayPal acceptance marks in anyway that may directly or indirectly impair or discourage acceptance or use of the PayPal name, products or services.

The PayPal acceptance marks should be displayed prominently and clutter free so that it can be easily recognized as an accepted payment method by PayPal account holders.

On receipts, always refer to PayPal using all 6 characters, upper and lowercase as shown in the example on the right. When space and character limitations exist, use one of the following approved abbreviations:

Sales Tax	1.21
Total	15.87
PP	$ 15.87

2 CHARACTERS – PP

2 character abbreviations should always be shown in all-caps, never upper/lower case (“Pp”).

Sales Tax	1.21
Total	15.87
PYPL	$ 15.87

4 CHARACTERS – PYPL or PyPl

It is acceptable for 4 character abbreviations to be shown in either all-caps or upper/lower case (“PyPl”).

RECEIPT WITH PAYPAL LOGO

When available, a PayPal logo in all black should be present next to the method of payment. This helps reinforce PayPal as a trusted payment option.

Endorsed brand marks

Endorsement lines are used to clarify PayPal's involvement in a particular relationship.

These situations are when our role is secondary, but essential to the partner relationship, or when PayPal is involved in the delivery of products or services.

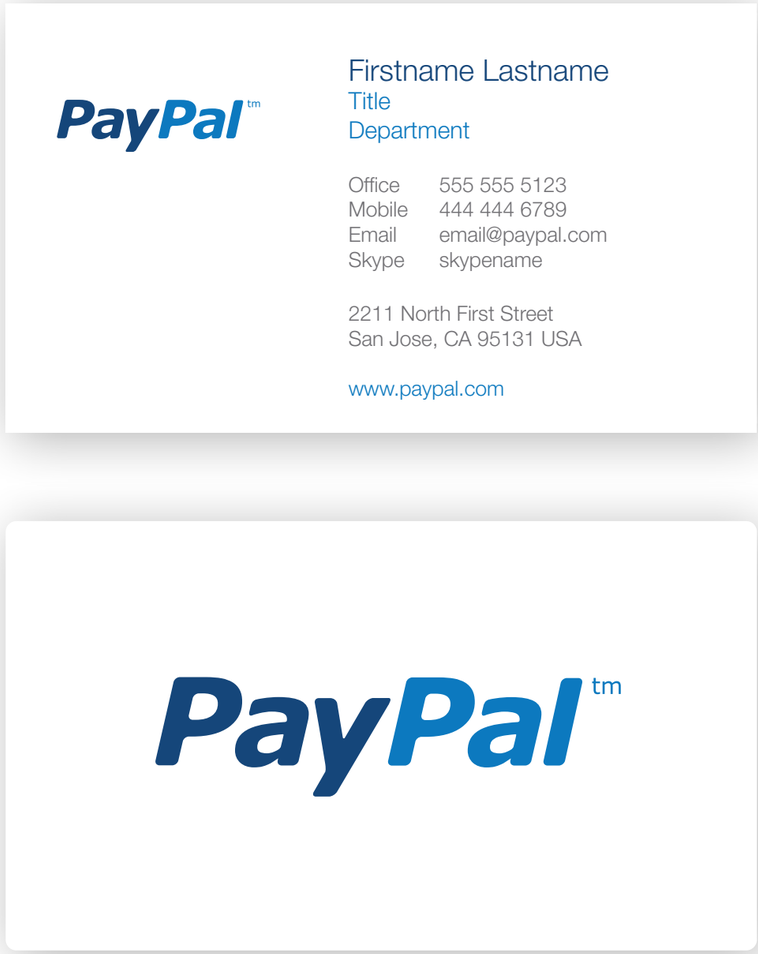
The endorsement lockup should have the descriptor right aligned with the logo (not including any TM). The descriptor text should be all caps, Helvetica Neue Light, in Slate (Helvetica Neue Roman/Regular if smaller than 5pt), and the same height as the "a" in PayPal. The "a" height should then be placed one "P" below the logo baseline.

Endorsement lines must be approved by the Global Brand Team.

EXAMPLES

Business cards

This is the PayPal business card template. Notice the consistent use of Helvetica Neue Light as the typeface for all information. Please ensure that all information is correct before submitting your card for print.



Letterhead

This is the corporate letterhead template. Notice the use of the twin bands. It is an element that introduces the brand colors effectively. This template can be downloaded from PayPal Brand Central.

All text should be in Helvetica Neue Light if the document will be printed for distribution. In the case that the document is to be distributed electronically, use the alternate typeface, Arial.

PayPal
DEPARTMENT NAME
January 1, 2036
FNAME LNAME
TITLE HERE
123 First Street
San Jose, CA 95131
Hello [fname, lname],
This document is in Arial, PayPal's new websafe typeface. It should be used across the company. The body copy is 10pt Arial. The color is Slate (RGB values: 113, 112, 116). The paragraph spacing is single. The letterhead at the top is light in color because it is attached to this document's Master Page. It will print and pdf at full color.
To change the address /contact information at the top or bottom:
1) On the Insert tab, in the Header & Footer group, click Header or Footer.
2) Click Edit Header or Edit Footer.
3) Make your changes to the address line by selecting the text and revising to your needs
This document is in Arial, PayPal's new websafe typeface. It should be used across the company. The body copy is 10pt Arial. The color is Slate (RGB values: 113, 112, 116). The paragraph spacing is single. The letterhead at the top is light in color because it is attached to this document's Master Page. It will print and pdf at full color.
Sincerely,
[fname, lname]
Office 555 555 1234
Fax 555 555 5678
2211 N. First Street | San Jose, CA 95131 USA
www.paypal.com

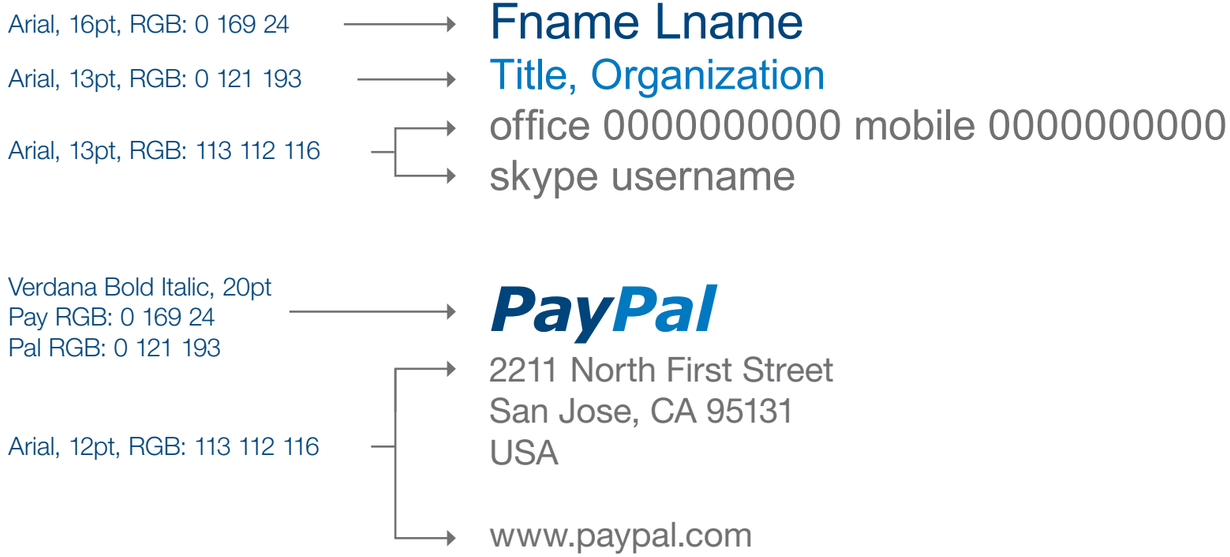
Email signatures

In an effort to remain one brand, one voice we are simplifying our email signatures. Our emails will no longer have an attached logo — it is all text based. This will ensure that the email signature will look the same across the board from desktop to mobile to tablet. Please follow the specified font, text size and color calls for your operating system.

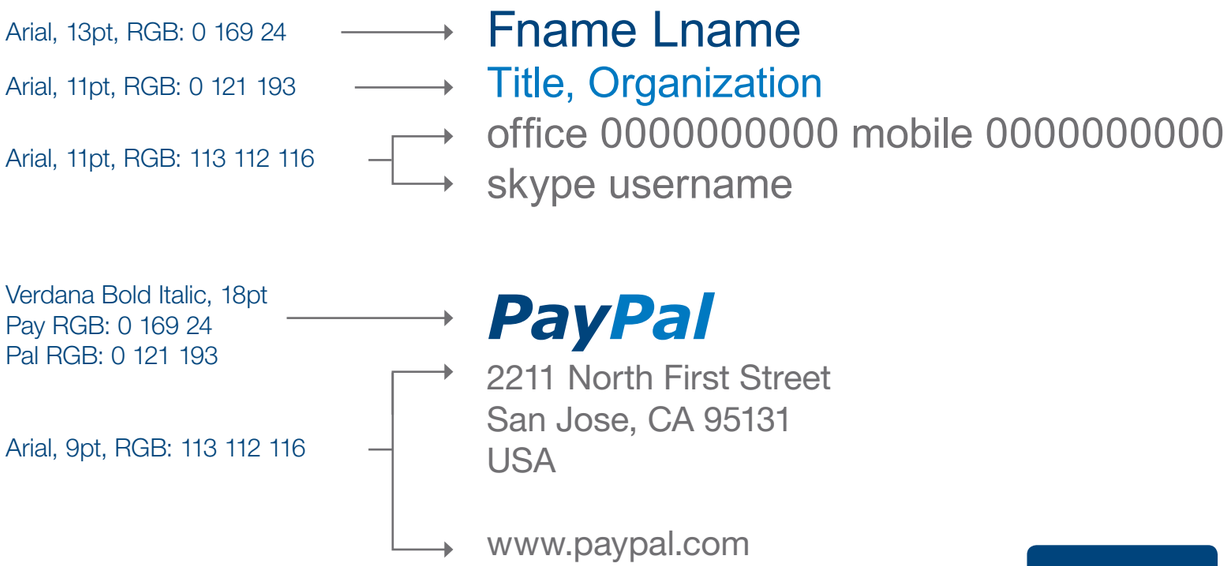
- All non-logo text should be in the alternate typeface, Arial. This is to ensure consistency across all digital platforms.
- Phone numbers should soley consist of numbers (no parentheses, spaces, or hyphens), in order to be readable across all mobile platforms.

Please contact your team leader to assist you in crafting this if you need assistance.

FOR MAC USERS



FOR PC USERS



Branded give-aways

Please be thoughtful about the item on which you're putting our brand. The best items are original and useful in their form and quality. Folks already have multiple water bottles, pens, and mugs; try to think outside of the box. If you'd like some help brainstorming ideas please contact the Global Brand Team.

IMPORTANT NOTES:

The blue PayPal logo should only be used on white, pale slate, pale sand, and silver backgrounds or materials.

The solid white PayPal logo may only be used directly on "Pay" blue, "Pal" blue, light gray, or black backgrounds, not on any other color.

HOW TO ORDER YOUR MERCHANDISE

All merchandise should be ordered through the company BrandVia. They have a wide variety of products - from apparel to promotional items — that are approved by PayPal. BrandVia has experience working with our brand.

CONTACT INFO:

Doug Kahl
dkahl@brandvia.com
408 955 1707

The brand is in our hands

We must occupy an essential role in our customers' lives, and ensure our customers' experience of PayPal is outstanding, every time.

AS YOU DO YOUR WORK, ASK YOURSELF THESE FOUR QUESTIONS:

1. Secure: Are we making sure people know they have the most up-to-date and innovative security — always?
2. Simple: Are we creating simple and intuitive experiences that make it easy for people to make the decision they want to make?
3. Advocate: Are we acting as a fierce advocate that gives customers more control and greater value?
4. Delivering on Brand Promise: Are we making it simple for our customers to get more of what they want from their money?

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Appendix

Brand checklist
Glossary

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Brand checklist

The following is a short checklist that you can use against your item to see how close you are to ‘on brand’. Please read through the guidelines to make sure you have a good grasp of the scope of your project. This checklist is just the essentials; it doesn’t address specifics. If you have any challenges beyond those listed below, please contact the Global Brand Team.

LOGO

- Are you using the correct logo?
- Are you following the clear space regulations?
- Are you following the guidelines around the logo don’ts?

TYPEFACE

- Are you using Helvetica Neue Light or alternate typefaces?
- Are you following the typeface in use rules?

COLOR PALETTE

- Are PayPal’s primary colors the hero of the collateral?
- Have you used the accent / neutral palette appropriately (not a necessity)?

PHOTOGRAPHY

- Are you using photography that emphasize the PayPal brand personality (Humanistic)?
- Are you adding a touch of blue to your photography?

COPY BASICS

- Is the language uncomplicated? Is it simple and straightforward?
- Is the language and look people focused?
- Are you addressing the principles of PayPal (It’s the one way to pay, any way I want to pay and everywhere I want to pay)?

ACCEPTANCE MARK AND BADGES

- Are you correctly using a PayPal acceptance mark?
- Are you able to place the PayPal acceptance mark as the first acceptance mark in a list?
- Are you using the correct badge?

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Glossary

CMYK

Abbreviations for the colors Cyan (C), Magenta (M), Yellow (Y), and Black (K), the inks used in four-color printing. When these inks are combined in they can produce a wide spectrum of color.

COLOR PALETTE

A combination of colors that are intended to be used together. In this case the colors are a key part of the branded experience and help form a sense of place.

FAVICON

A small shortcut graphic that is 16 x 16 pixels, associated with a particular Web site and placed just in front of the URL.

KERNING

Adjustment of spacing between a pair of type characters.

LEADING

The space between lines of type. It is generally measured from baseline to baseline and expressed in points.

LOCKUP

The fixed arrangement of one, two, or more graphic elements – such as a logo and web address etc. – to create a single unit.

LOGO

A specific mark that is a combination of letters, symbols, or graphics used to identify a brand in a single instance. Logos often embody the core values of a brand and use the brand colors.

PANTONE (PMS)

Pantone Matching System (PMS) is the world standard for the specification of printed inks between designers and printers.

RGB

Screen-based applications such as websites and apps typically select their color palette from the RGB color system - a palette containing differing combinations of Red (R), Green (G), and Blue (B).

TYPEFACE

A specific mark that is a combination of letters, symbols, or graphics used to identify a brand in a single instance. Logos often embody the core values of a brand and use the brand colors.

VECTOR ART

A non-resolution dependent file format that consists of connected points; the size of these files can be altered without affecting the appearance. Vector files are often constructed in Adobe Illustrator.

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